



PRESENTATION OUTLINE New York City

- 9:00 am Welcome and Introduction: the marketplace and competition by the numbers
(please bring your own coffee/tea, if desired, and eat breakfast prior. Food/bev service is NOT planned in order to offer a lower admission price – thank you for understanding!)
- 9:30 FUN WITH COPYRIGHT AND MUSIC PUBLISHING (*fun not included*)
SONGWRITING, RADIO and subscription services 101
Everything You Need to Know About Music in Advertising, and the Kitchen Synth
- 10:45 The radio and the recording Industries
The Record Deal – what is expected of you, and why
Producers, A&R and Executives – *from songwriter to senior executive*
How radio works and why radio always was and will be critical
- 12:30 BREAK FOR LUNCH
- 1:45 pm Recording and Management Companies (continued)
Business entity basics, accounting + taxes
- 2:30 TOURING / THE CONCERT INDUSTRY
PROMOTERS AND THE ART OF PROMOTION
- 3:45 The TEAM and the PLAN: The Music Company, Manager, Agent, and Lawyer
How to Write – *or at least understand* – a Business Plan / Accounting
How to write – *or at least understand* – a marketing and promotion campaign

UNIONS, Associations for musicians
Group / Band Issues: Who owns the band name?
TRADEMARK LAW BASICS
- 4:30 PERFECT PITCH™ MINI [**free bonus! This is a short form summary of the ½ day event**]
Sing it with me: “Everything a record company can do, you can do better” or can you?
How to release and marketing your own music: it’s harder than it seems
Fund You, Fund Me: The Artist As Producer and Record Company
Being clever is critical and being critical is crucial: how to be your best A&R self